

**MANONMANIAM SUNDARANAR UNIVERSITY,
TIRUNELVELI**

UG COURSES – AFFILIATED COLLEGES

B. A. Journalism & Mass Communication

(Choice Based Credit System)

(with effect from the academic year 2016-2017 onwards)

(44th SCAA meeting held on 30.05.2016)

Sem	Pt. I/ II/ III/ IV /V	Sub. / Ppr. No.	Subject status	Subject Title	Hrs. per week	Cre dits	Marks				
							Maximum			Passing minimum	
							Int.	Ext.	Tot.	Ext.	Tot.
V	III	25	Core - 7	INDIAN CONSTITUTION AND MEDIA LAWS	7	5	25	75	100	30	40
	III	26	Core - 8	MEDIA CULTURE AND SOCITEY	7	5	25	75	100	30	40
	III	27	Major Elective-I	(A) ONLINE JOURNALISM (OR) (B) MAGAZINE JOURNALISM	6	5	25	75	100	30	40
	III	28	Major Elective-II	(A) BUSINESS JOURNALISM (OR) (B) SPORTS JOURNALISM	6	5	25	75	100	30	40
	IV	29	Skilled Based subject (Common)	Personality Development/ Effective Communication/ Youth Leadership	4	4	25	75	100	30	40
SUBTOTAL					30	24					

Sem	Pt. I/ II/ III/ IV /V	Sub. / Ppr. No.	Subject status	Subject Title	Hrs. per week	Cre dits	Marks				
							Maximum			Passing minimum	
							Int.	Ext.	Tot.	Ext.	Tot.
VI	III	30	Core - 9	TAMIL JOURNALISM	6	5	25	75	100	30	40
	III	31	Core - 10	SPECIALIZED REPORTING	6	5	25	75	100	30	40
	III	32	Core - 11	DEVELOPMENT JOURNALISM	6	5	25	75	100	30	40
	III	33	Core - 12	MEDIA MANAGEMENT	6	5	25	75	100	30	40
	III	34	Major Elective-III	(A) SCIENCE JOURNALISM (B) TECHNICAL COMMUNICATION	6	5	25	75	100	30	40
SUBTOTAL					30	25					

MSU/2016-17/UG-Colleges/Part-III (B.A. Journalism & Mass Communication)
Semester-V/ppr.no.25 /Core-7

Indian Constitution and Media Laws

UNIT I

Salient features of the Indian Constitution, Objectives and ideas, Federal and unitary nature, Fundamental rights, Directive principles of state, Centre - State relationship- Parliamentary system, Civil services, Election, emergency powers, Amendments of constitution.

UNIT II

Freedom of expression - Right to Information - Right to Privacy - Article 19 – UDHR – Censorship – Defamation – Libel – Obscenity - CrPC - IPC – IT Act - Significant Amendments in the Indian Constitution

UNIT III

Official Secrets Act, 1923 – Cinematography Act, 1952 – CBFC - The Cable Television Networks (Regulation) Act, 1995 and Rules 1994 - The Prasar Bharti Broadcasting Corporation of India) Act, 1990 - The Press and Registration of Books Act, 1867

UNIT IV

The Press Council Act, 1978 - Press Council of India - Guidelines to Journalistic Ethics Prepared by Press Council of India and Different Associations and Unions of Journalists - The Working Journalists and other Newspaper Employees (Condition of Services) and Miscellaneous Provisions Act, 1955.

UNIT V

The Copy Right Act, 1957 – Intellectual Property Rights - Case studies of major ethical violations by the Indian media – Cyber crime – Cyber laws and regulations

Books for Reference

1. Principles and Ethics of Journalism and Mass Communication, Y.K. D'souza, Commonwealth Publishers
2. Law of the Press, Acharya Dr. Durga Das Basu, Wadhva and Company, Nagpur.
3. Durga Das Basu, Constitutional law of writing
4. Ambrish Saxera, Right to Information and Freedom of Press
5. Indian Press since 1955, S.C. Bhatt, Ministry of I & B, Government of India – New Delhi
6. Carter. Barton T. The First Amendment *and the Fourth Estate*, 7th Ed Westbury, NY Foundation

MEDIA CULTURE AND SOCIETY

Unit I

Why study Media? How and How not to study Media?

Unit II

Media Determinants: Owners and controlling companies; Media institutions, the State and the law; Media self-regulation and control, Economic determinants, Advertisers, Audiences, Media personnel, Sources.

Unit III

Media Techniques: (Class presentations) Selection, The rhetoric of the image, Image and text, the effects of camera and crew; Set-ups, Film and sound editing; Interpretive frameworks, Visual coding, Narrative.

Unit IV

Media Ideology: Defining ideology, Ideology in the classroom.

Unit V

Audience Relationship: Problematizing audiences, Audience positioning, Subjectivity, Pleasure.

Books for Reference

1. Len Masterman, Teaching the Media, Comedia Publishing Group, London. 1985.
2. James Lull, Media, Communication, Culture - A Global Approach, Polity Press, UK., 2000.
3. Ed. Michael Gurevitch & others, Culture, Society, and the Media, Routledge, London, 1988.
4. Alvarado, Gutch and Wollen, Learning the Media, Macmillan Education Ltd. 1987.

**MSU/2016-17/UG-Colleges/Part-III (B.A. Journalism & Mass Communication)
Semester-V/ppr.no.27(A) /Major Elective -1(A)**

Online Journalism

Unit I

Internet as a medium of communication; history and evolution of internet

Unit II

Features of online journalism- hypertext, multimedia; online aesthetics – content, design, colors, font, templates, navigation bars, and hyperlinks

Unit III

Annotative reporting and strengths and limitations; participatory journalism; portals; blogging, podcasting, vodcasting, microblogging.

Unit IV

Internet and convergence; culture, subjectivity and net; cyber crime and regulations

Unit V

World Wide Web- web pages, e-groups, e-governance, community and corporate sites

Books for Reference

1. Online Journalism: A Basic Text, Tapas Ray, Cambridge University Press
2. The New Media Handbook – Andrew Dewdney and Peter Ride
3. The Cyberspace Handbook – Jason Whittaker
4. Breaking News, Sunil Saxena, Tata McGraw-Hill

**MSU/2016-17/UG-Colleges/Part-III (B.A. Journalism & Mass Communication)
Semester-V/ppr.no.27(B) /Major Elective -1(B)**

Magazine Journalism

Unit I

A brief history of magazine journalism, global scenario and current trends in magazine journalism in India; magazine journalism versus newspaper journalism

Unit II

Types of magazines- general interest magazines, special audience magazines, public relations magazines, literary magazines, Sunday magazines and journals; online magazines- e-zines, web-zines, web-edition magazines; a review of leading general interest magazines in English and Tamil

Unit III

Organizational structure of a magazine – editorial, advertising, circulation, promotion and business departments; reporting and editing operations in a magazine; magazine journalism terminology

Unit IV

Cover and cover story – functions of the cover- cover design formats – coverblaze - coverlines; contents page; cover story selection criteria: length, strength, importance, promotability and illustratability.

Unit V

Magazine articles- features, film reviews, book reviews, profiles, columns, cartoons, regulars and fillers- Magazine Design –format, layout, typography, colour, photos, illustrations, infographics and blurbs.

Books for Reference

1. Feature and Magazine Writing – David E. Sumner & Holly G. Miller, Surjeeth Publications(2006)
2. The Art of Feature Writing – Hamed Contractor, Icon Publications Pvt. Ltd.(2004)
3. Inside the Writer's Mind – Steephan G. Bloom, Surjeeth Publications(2004)
4. Writing for Magazines – Jill Dick, Unistar Books(2004)

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Semester-V/ppr.no.28(A) /Major Elective -2 (A)

Business Journalism

UNIT I

A foundational course on economics, covering all major schools of modern economic thinking - Classical, Neo-classical, Marxian, Keynesian and Monetarist- Emergence of Breton Woods Institutions, GATT and WTO, United Nations agencies like Unctad, Unido and ILO, Planning Commission of India, Ministry of Finance and Commerce and Planning Boards at the state level

UNIT II

Milestones of Indian economy - Brief account of Indian economy on the eve of independence, process of the finalization of first five-year plan, general overview of Nehruvian model, bank nationalization, green revolution, control and permit raj and liberalization of the 1990s

UNIT III

Business reporting and editing - corporate reporting; banking; policy-making institutions; market reporting -stock market, currency exchange markets and commodity markets; regulatory bodies; company law; budget; trade policies

UNIT IV

Business newspapers, magazines, news agencies and television channels - A straight narrative on business dailies and magazines in the country as well as abroad; 24x7 television channels dedicated to business – CNBC, NDTV Profit and others; financial and data service wire agencies

UNIT V

Features of Tamilnadu economy on a national and global perspective - debate on Kerala model of development and the linkages of the state's economy with global markets; Business in Tamilnadu; Role of Major dailies and business journals in Tamilnadu

Books for Reference

1. Adam Smith, Wealth of Nations
2. Karl Marx, Das Capital
3. John Maynard Keynes, General Theory of Employment, Interest and Money
4. Joseph Schumpeter, Capitalism, Socialism and Democracy

**MSU/2016-17/UG-Colleges/Part-III (B.A. Journalism & Mass Communication)
Semester-V/ppr.no.28 (B) /Major Elective – 2(B)**

Sports Journalism

UNIT I

History and Traditions: Beginning and development of various sports. Brief history of International Games: Olympic, Commonwealth, Asian. History of National Games and other major tournaments related to various sports.

UNIT II

Sports Reporting and Writing: Differences and similarities with other reporting; Explain, interpret, amplify and clarify; How to report results: Do's and don'ts; Deadline pressure, covering late night events.; Developing sources- advances, match reports, reviews and follow up; Sports features; Post-match interviews, special interviews.

UNIT III

Sports Editing: Sports Style Guide: AP, Reuters. Working on a sports desk; Editing sports stories; Translation of sports stories; Objective, but passionate language, more style; Use of photos: action photos, photo-editing and writing captions. Use of archives and reference section. Sports columns by experts.

UNIT IV

Sports writing for print, radio, TV, online and multi-media; Radio commentaries; live telecast, Sportscast, Web commentaries, News alerts for mobiles; Fanzines, Match-day magazines, Sports books, Sports blogs. Writing from press releases.

UNIT V

Sports marketing and PR: Commercial relationship between media coverage and sports events, marketing, merchandise and advertising sales. Future of sports journalism, career opportunities.

Books for Reference

1. Essentials of Sports Reporting and Writing, Reinardy, Scott, Wanta, Wayne, Taylor & Francis Ltd, Second Edition.
2. Sports journalism: a multimedia primer/Rob Steen.
3. Sports Journalism, K.C. Thakur,, Neha Publishers & Distributors, 2010

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Semester-VI/ppr.no.30 /Core -9

Tamil Journalism

UNIT I

The Origin of the press in India, Indian Language press – History of newspaper in North western provinces – Zoobdut-ool-Ukh – News paper published from Delhi, Marathi press, Gujarati press, Kannada press – Telugu Press – Malayalam press.

UNIT II

Origin of Tamil press, 2000 years old literature, Palm leaves, Missionaries and printing press, Christian missionary and propaganda, First printed Tamil book, Madras School Books Society, Religious Tract Society, Tamil Magazine, Rajavrithi Bodhini, Dinavartamani, American Mission Press.

UNIT III

Political consciousness and Swadesamitran, Desabhatan, Development of style in the language, Tamil Nadu, First one-pice paper Jayabharati, Free Press of India, Dinamani, Contribution of T.S. Chockalingam for Tamil journalism, Viduthalai.

UNIT IV

Non-Brahmin movement, Dinasari, Daily Thanthi saga, Nava India, Contribution of Subramanya Bharathi and India, Vital contribution of Tamil prose and poetry, Swatantra Sanghu, Gandhi, Four-Anna Patriots, Role of Tamil weeklies in journalism

UNIT V

Trends in contemporary Tamil journalism: Popular Tamil Newspapers – Magazines – Online Editions – Web portals ; Portrayal of Women, Children, Dalits and other marginalized communities in the Tamil Media

Reference Books:

1. Robin Jeffrey, India's Newspaper Revolution: Capitalism, Politics and the Indian-Language Press, 1977-99, OUP,
2. Rajan, Nalini, "21st Century Journalism in India , Sage. (ISBN: 9780761935629)
3. Venkatachalapathy A R., The Province of the Book Scholars, Scribes, and Scribblers in Colonial Tamilnadu Permanent Black, ISBN 81-7824 - 331-8 2011

**MSU/2016-17/UG-Colleges/Part-III (B.A. Journalism & Mass Communication)
Semester-VI/ ppr.no.31/Core -10**

Specialized Reporting

UNIT I

Sports reporting-Definition-basic rules of sports reporting-requirements for sports reporting-Dos and Don'ts of sports reporting- Cricket and its coverage in TV-various games and its reporting styles.

UNIT II

Business reporting- product introduction-share market-various kinds of markets-sensex-Exchange rates-BSE, NSE-Index-Various Business Newspapers- Economic Times, Business Standard, Financial Express, Business Line

UNIT III

Rural reporting Socio - economic structure of villages, Social change in village community, Impact of globalization and urbanization on villages, Problems of rural society

UNITIV

Science and Technology Reporting-Invention, Innovation, Discovery-Agriculture

UNIT V

Cultural reporting-Film review-weather reporting-War reporting-Rural affairs-International politics-life style-fashion-religion-Motors-Costumes-Travel and Food.

Books for Reference

1. S. T. Kwame Boafo *Module on specialized reporting-Volume 2 of Communication teaching and study materials*. African Council for Communication Education, 1991.
2. Curtis Daniel MacDougall, Robert Delaware Reid, *Interpretative reporting*,
3. Writing and reporting the news – (II edition) Gerald Lanson, Mitchell Stephens – Surjeet publications.
4. Editing Today – Ron F.Smith, Loraine M.O'Connell – Oxford Uni. Press.

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Semester-VI/ppr.no.32/Core -11

Development Journalism

UNIT I

Development Journalism – History of Development Journalism – Purpose – Target Audience – Selection of Medium – Style of Writing – Format - Development Support Communication

UNIT II

Role of Media in development - Programmes of AIR and DD in development – Private Satellite Channels & Mainstream media in development – Weblogs

UNIT III

Status of Community media in India – DDS – Video SEWA – Community Radio in India – Nammadhwani – Community Newspapers – Janavani – Khabar Lehariya – Navodhayam – Pratibadh

UNIT IV

Role of NGOs, International agencies, Educational Institutions and Social Activists in development – Sundarlal Bahuguna - Medha Patkar - Anil Agrawal - Vandana Shiva

UNIT V

Case Studies - Down to earth – Sanctuary - Vigyan pragati - Action Ganga – Krishi Darshan – Grassroots - Narmada Bachao Andolan

Books for Reference

1. Srinivas Melkote : Communication for development in the third World : Theory
2. and Practice.
3. Alan Chakle : Manual of Development Journalism.
4. Robertson : Communication and third World.
5. Hean Serraes : Participatory Communication for Social change.
6. E. M. Rogers & Arvind Singhal : India's Information Revolution.

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Semester-VI/ppr.no.33/Core -12

Media Management

UNIT I

Types of organization – functions – newspaper departments – editorial – circulation – advertising production – types of ownership pattern – advantages and disadvantages.

UNIT II

Newspaper finance and control – newspaper registration – R N I –Recruitment policy – training – wage policy – wage boards – readership surveys – ABC.

UNIT III

Press Commission's – Recommendations – advertising policy – Press council of India – structure – composition – guidelines.

UNIT IV

Origin and growth of radio network – All India Radio and Doordarshan – Prasar Bharathi – organizational structure – growth of Cable TV in India.

UNIT V

Ministry of I & B – Reports of different Committees – chanda – Verghese – Joshi – Varsdan – different agencies of the I & B – Birds eyeview.

Books for Reference

1. Herbert Lee : Newspapers Organisation and Management
2. P.C. Chatterji : Broad Casting in India
3. U L Barua : This is All India Radio
4. Mehra Masani : Broadcasting and the People
5. H R Luthra : Indian Broadcasting
6. Reports of Information and Broadcasting Ministry
7. First Press Commission Report, Vols. I & II
8. Second Press Commission Report, Vols. I & II

MSU/2016-17/UG-Colleges/Part-III (B.A. Journalism & Mass Communication)
Semester-VI/Ppr.no.34(A)/Major Elective -3(A)

Science Journalism

UNIT I

Relevance of Science journalism-growth of science journalism- qualities of science reporter – science reporting – social role of the science communicator – illustrations.

UNIT II

Use of scientific data-accuracy in reporting S&T – Interpretation of scientific data information on science and technology for common man.– science journalism in a developing country.

UNIT III

Rewriting scientific information- features on S&T – ethics in science reporting.Science news defined – Nature of science news –news values and science news – human interest in science news.

UNIT IV

Specialized reporting – environmental journalism – reporting agriculture, medicine, information technology, bio technology etc. Science journalism for special target groups – for children: use of magazines, pictures posters, banners, age related tracts – field testing language and style – entertainment with education

UNIT V

Popular science movements – KSSP – TNSF and others – sciences and technology Institutions of India – National council for science and technology communication – Its role in promoting science communication.

Books for Reference

1. Writing science for mass media – Burkett D.W
2. Science in marketing – Hildenbrand and joel
3. Science communication and development – vilanilam J.V
4. Environmental communication and the public sphere – Cox Robert.

**MSU/2016-17/UG-Colleges/Part-III (B.A. Journalism & Mass Communication)
Semester-VI/ppr.no.34 (B) /Major Elective – 3(B)**

TECHNICAL COMMUNICATION

UNIT I

Communication – Definition. Process of communication, Technical communication: Definition, Oral and Written technical communication. Difference between general writing and technical writing. Computer-aided Technical Communication.

UNIT II

Importance of Reading Skills, Types of Reading Skills, Methods of Improving Reading Skills, Objectives of Improving Reading Skills Vocabulary Building: Antonyms, Synonyms, Homophones, Word formation (Prefixes and Suffixes).

UNIT III

Importance of Writing Skills, Types of Writing Skills, Methods for Improving Writing Skills, Objectives of Improving Writing Skills Functional Grammar- Parts of Speech. Common Grammatical Errors: Errors of Syntax, Concord etc.

UNIT IV

Importance of Listening Skills, Process of listening, listening and hearing, Active and Passive Listening. Types of Listening: Academic listening, Appreciative listening, Attentive Listening, Critical Listening, and Discriminative listening etc.

UNIT V

Importance of Speaking Skills, Types of Speaking, Methods for Improving Speaking Skills, Objectives of Improving Speaking Skills Organs of Speech, Mechanism of Speech. Everyday Conversation: Tips and characteristics of a good conversation.

Books for Reference

1. Rizvi: Effective Technical Communication, TMH, New Delhi
2. Arora & Chandra Improve your Writing, OUP, New Delhi.
3. Hornby A.S: Guide to Patterns & Usage in English; OUP, New Delhi.
4. Suresh Kumar & Sreehari A Handbook for English Language, Cambridge
5. Norman Lewis: Word Power Made Easy, W.R Goyal Pub. & Distributors.
6. Ruther Ford A: Basic Communication Skills; Person Education, N. Delhi.